

Amendments to the Specification:

Please replace paragraph [0018] with the following amended paragraph:

[0018] FIG. 9A is an exploded view of a label applicator according to one embodiment of the invention.

Please replace paragraph [0019] with the following amended paragraph:

[0019] FIG. 9B is an isometric view of a label applicator head according to one embodiment of the invention.

Please delete paragraph [0020].

~~[0020] FIG. 11 is a top view of a label applicator head according to one embodiment of the invention.~~

Please replace paragraph [0034] with the following amended paragraph:

[0034] The sensor 160, in addition to the above-described functions, may also be incorporated for registration of the labels. For example, a sensor may detect not only the presence of a label on a applicator head 240 (discussed below in FIG. 9A), but also the position, or alignment, of a label on the applicator head 240. In this way, the sensors 160 may be utilized to improve the accuracy and adjustability of the registration. The increased accuracy of registry improves targeting, for example. The distance the label comes out of the print engine is one component in determining registration and can be selected through engineering efforts or nominal trial-and-error.

Please replace paragraph [0038] with the following amended paragraph:

[0038] FIG. 9A is an illustration of an exemplary embodiment of an applicator assembly 200 having an enclosure 210 further comprising an outside plate 211, inside plate 212, back plate 213, and a front plate 214. Alternatively, the enclosure 210 may also be a single unit formed from a single sheet or casting material. The enclosure 210 may be fashioned from any durable materials known in the art such as plastics and metals, for example, aluminum or stainless steel, and may be of any shape amenable to housing a fan 220. The instant invention is not limited to any one model or design of the fan 220. Preferably, in some embodiments, fan 220 is of a DC type.

Please replace paragraph [0039] with the following amended paragraph:

[0039] The fan 220 generates appropriate vacuum through housing 210 to hold the label L onto applicator head 240 until a burst of air ejects the label L. The applicator head may comprise any material, including, but not limited to, Teflon®. Though in some embodiments, the applicator head 240 may have a flat surface, the applicator head 240 may also be designed to incorporate an angle θ_α from the center as shown in ~~FIGS. 10 and 11~~ FIG. 9B. In some embodiments, an angle θ_α may preferably range from about 3° to about 7°, and more preferably about 5° in other embodiments. In other words, the supplementary angle θ_β is preferably $170^\circ \pm 2^\circ$. The term “about” has been incorporated to reflect a margin of error, inherent to such measurements as well as to accommodate allowances for variations due to design objectives.

Please replace paragraph [0041] with the following amended paragraph:

[0041] Referring back to FIG. 9A, a manifold 230 is designed to direct air flow through the applicator head 240 in a manner to eject and direct the label L to its intended target surface. Any manifold arrangement or combination that is suitable to launch the label L from the applicator head 240 and onto the intended target such that the adhesive surface of the label adheres to the target is within the scope of the instant invention.

Please replace paragraph [0048] with the following amended paragraph:

[0048] FIG. 9A illustrates a hinge 260, including hinge pins 261 and 262 as one means of affixing applicator assembly 200 to the housing 110 of application system 100. A hinging means of attachment provides a convenient method of removing and replacing applicator assembly 200 to gain access to other parts of the application system, e.g., the printer 105, without detaching the application system 100 entirely. However, it should be understood that other means of both permanent and removable affixation are also suitable, including, but not limited to, bolts, screws and welding, etc.